



UPDATE

Montana Department of Commerce

Attraction & Event Grants Offering \$350,000

The Montana Department of Commerce is providing \$350,000 in tourism "bed tax" funds for three tourism development grant programs offered in 2003 and 2004. The grant programs include the Tourism Infrastructure Investment Program (TIIP), Special Events Grant Program (SEGP), and the Montana Lewis & Clark Bicentennial Commission's 2003/2004 grant programs. Funding for Commerce's tourism grants comes from revenue generated by a 4% Lodging Facility Use Tax levied on room rates of lodging across Montana.

The 2003 Tourism Infrastructure Investment Program (TIIP) will have a \$200,000 grant pool, up \$50,000 from the last three years. The TIIP grants help finance the creation, expansion, protection and improvement of tourism-related attractions across Montana. Since 1995, TIIP Grants have invested over \$1.66 million in "bed tax" funds into 35 projects in 26 Montana communities. Total value of these tourism-related projects is over \$21 million. TIIP applications are available at <http://travelmontana.state.mt.us> or by contacting Victor Bjornberg, 406-841-2795, vbjornberg@state.mt.us. Completed applications must be submitted to the Travel Montana office by August 1, 2003.

The 2004 Special Events Grant Program (SEGP) funding pool is \$100,000, up \$49,000 from 2003. The SEGP was developed in 2002 to assist communities with

economic development through the creation and/or enhancement of new annual, on-going events. Special event categories include cultural and heritage events, sporting events, and attendance events. To date, the SEGP program has provided \$151,000 in tourism "bed tax" funds to 19 events in 17 Montana communities. Applications for the 2004 SEGP funds will be available in October 2003 and the submission deadline will be mid-January 2004. For more information, contact Carol Crockett, 406-841-2796, ccrockett@state.mt.us.

The Montana Department of Commerce will also be providing \$50,000 for the Montana Lewis & Clark Bicentennial Commission's 2003/2004 grant programs. Applications for the Commission's Lewis & Clark project grants will be available in mid-October 2003. The application deadline is mid-December with the grant awards made in February 2004. For more information about the program contact the Montana Lewis & Clark Bicentennial Commission, 406-443-2109.

The Beebes Do Montana

The Beebe family from Perrysburg, Ohio is the lucky family that will take in the sights and sounds of Montana courtesy of the fifth annual Montanakids.com Vacation Give-Away. Eighteen-year-old Jessica Beebe was selected as the grand prize winner from over 10,000 entries representing every state in the nation.

Every year the Montanakids.com promotion focuses on a different part of the state.

This year, partners in Glacier Country put together a fabulous memory-filled itinerary for the Beebes. From a stay in Glacier National Park, to fly-fishing, horseback riding, rafting, shopping and soaking in hot springs, the Beebes will have an adventure to share with friends back home in Ohio.

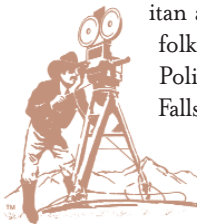
For the second year in a row, Travel Montana partnered exclusively with Disney's online sites, Disney.com and Family.com, to promote the trip. Disney created a Montana mini-site that included an interactive Montana map and a link to the sweepstakes on Montanakids.com. The Montanakids website experienced a 24 percent increase in traffic during the months of the promotion with web users averaging nearly 10 minutes per session navigating the site.

"Sweepstakes are an effective tool to generate interest and awareness in your product, but I believe that it is the unparalleled quality and value of the vacation packages, supported by our sponsors and partners in Montana, which truly makes this promotion so successful year after year," notes Travel Montana's Consumer Marketing Manager Sarah Lawlor.

Thank you to all of our partners in this great promotion! A complete list of the sponsors and the Beebe family itinerary is posted on www.Montanakids.com.

Montana Film Office Update

The newly released film *Northfork* has opened in theaters in larger U.S. metropolitan areas. The 1950s period folk tale, directed by Michael Polish, was shot in the Great Falls, Augusta, and Glasgow areas during the spring of 2002 and had an estimated eco-



Did You Know?

- Lewis and Clark Caverns State Park was recognized as a 21st Century American Heritage Park by Americans for Our Heritage and Recreation.
- *Lewis & Clark: The Journey of the Corps of Discovery* has been selected by PBS to kickoff the fall 2003 season of *Ken Burns American Stories*, the weekly series highlighting Burns' work.
- Lone Mountain Ranch in Big Sky was the recipient of the 2002 Orvis® Endorsed Lodge of the Year award.

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conomic impact of over \$500,000. Montanans will likely be able to see the film later this summer in smaller art house theaters around the state. Shot entirely on location in Montana after two years of scouting work with the Montana Film Office, the film has already received critical acclaim. Film critic Roger Ebert gave it four stars, his highest rating, after seeing the premiere at the Sundance Film Festival.

In a recent appearance on "The Tonight Show with Jay Leno," the star of the film, James Woods, discussed the film in length saying, "It was shot, by the way, in the United States of America—in Montana—one of the most beautiful places on earth." Woods went on to relate the storyline of the film and his experience filming at the Fort Peck Dam.

Wendt Kochman, Inc. estimated the publicity value for Montana based on Woods' comments; the entire four-minute segment was spent discussing the film and the 30 seconds Woods directly promoted Montana equated to \$75,000 worth of publicity value for the state.

RFPs Awarded

The Montana Department of Commerce, Travel Montana recently awarded two major contracts for its consumer marketing program. Travel Montana's winter advertising and marketing will now be handled by Mercury Advertising out of Bozeman, while its warm season advertising will

continue to be managed by Wendt Kochman, Inc. of Great Falls.

The consumer marketing program restructured its request for proposals (RFPs) to include two contracts. In the past, the marketing was entirely serviced by one agency. The rationale behind dividing the contract was to help bring renewed focus and creative strategy to the Travel Montana account and to have separate teams or agencies focused specifically on one seasonal component of marketing.

The National Forest Foundation Community Assistance Program

The National Forest Foundation (NFF) recently established the Community Assistance Program (CAP) to promote the creation of locally based forest partnerships. The NFF is a private, nonprofit 501(c)(3) organization dedicated to building relationships that result in improvements in the health, productivity, and diversity of national forests and grasslands and the landscapes and communities that surround them.

The NFF CAP will address economic and environmental needs by providing "start-up" grants in the \$5,000-\$15,000 range to enable communities to play a more active role in the management of nearby national forests through constructive dialogue and hands-on

involvement. Organizations applying for funding through the CAP will not be required to match the NFF contribution.

For more information, contact the NFF's Washington, D.C. office at 202-298-6740 or visit: www.natlforests.org/2003. Applications must be received at the NFF's Washington, D.C. office by September 3, 2003.



Alternative accessible formats of this document will be provided to disabled persons on request.

Calendar of Events

August

- 1 TIIP & CTAP Application Deadline
- 4 Winter Calendar of Events available
- 6 Deadline to reserve ad space for 2004-05 Travel Planner
- 11 Montana Winter Guide available
- 15 2003-04 CTAP Communities Selected
- 23-26 ESTO, Asheville, North Carolina
- 23-26 American Society of Association Executives, Honolulu

September

- 2-4 Affordable Meetings National, Washington DC
- 8 Deadline to submit ad materials for the 2004-05 Travel Planner
- 16-18 Incentive Travel & Meetings Executives, Chicago, IL

For all of the latest Montana tourism industry information log on to:
travelmontana.state.mt.us



Travel Montana • Montana Film Office
Montana Department of Commerce

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